RSAC 2025 Conference

Many Voices.
One Community.

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Protecting What Matters – Your Family & Home

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Agenda

- Personal Cybersecurity & Privacy Threat Matrix
- Privacy - Shrinking the Attack Surface
- Protecting Key Accounts & Devices
- Protecting Your Home Network
- Protecting Your Identity
- Hardening the Human

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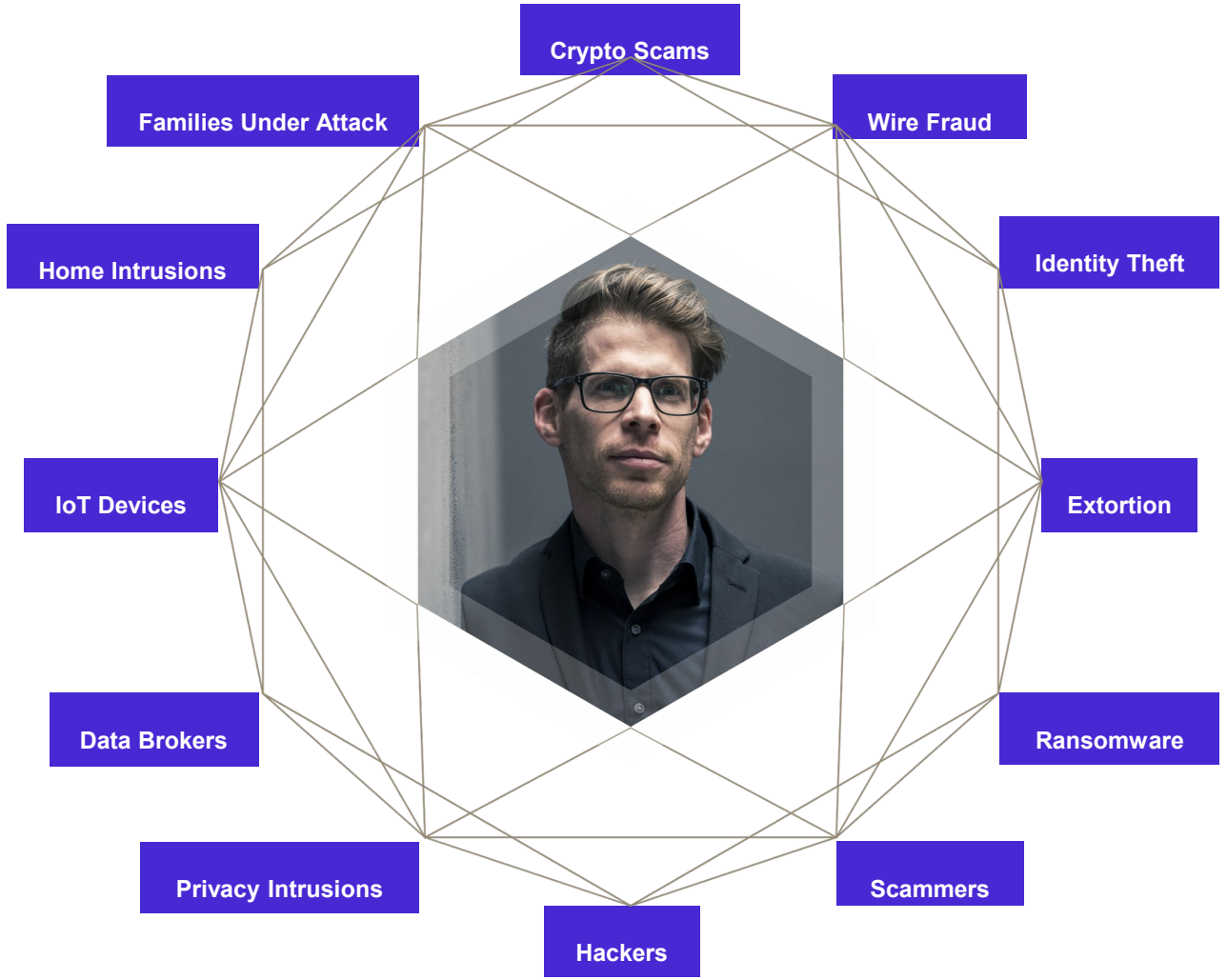
Personal Cybersecurity & Privacy Threat Matrix

You & Your Family

Cybercriminals are using any means to **attack you and your family . . .**



Athletes are forced to play defense as burglars score big inside their homes

ESPN

NEXT GEN INVESTING

Mark Cuban lost nearly $900,000 to crypto hackers—how investors can avoid similar scams

Published Thu, Sep 21 2023•12:54 PM EDT • Updated Thu, Sep 21 2023•5:40 PM EDT

Cheyenne DeVon

SHARE

CNBC

TikTok says cyberattack targeted brands and celebrity accounts, including CNN

By Reuters

June 4, 2024 11:35 PM GMT+1 · Updated 9 months ago

Aa

REUTERS

Hackers Contacted Cybersecurity Firm CEO's Son, Wife in Extortion Attempt

- Criminals accessed contract management system at Dragos
- New employee's personal email was entry point, blog says

By William Turton

May 10, 2023 at 4:41 PM EDT

Updated on May 11, 2023 at 10:49 AM EDT

Save

Hackers stole contracts from cybersecurity firm Dragos Inc. as part of an extortion attempt that included contacting the chief executive

DRAGOS

and we see these attacks **in the home and against our family members.**

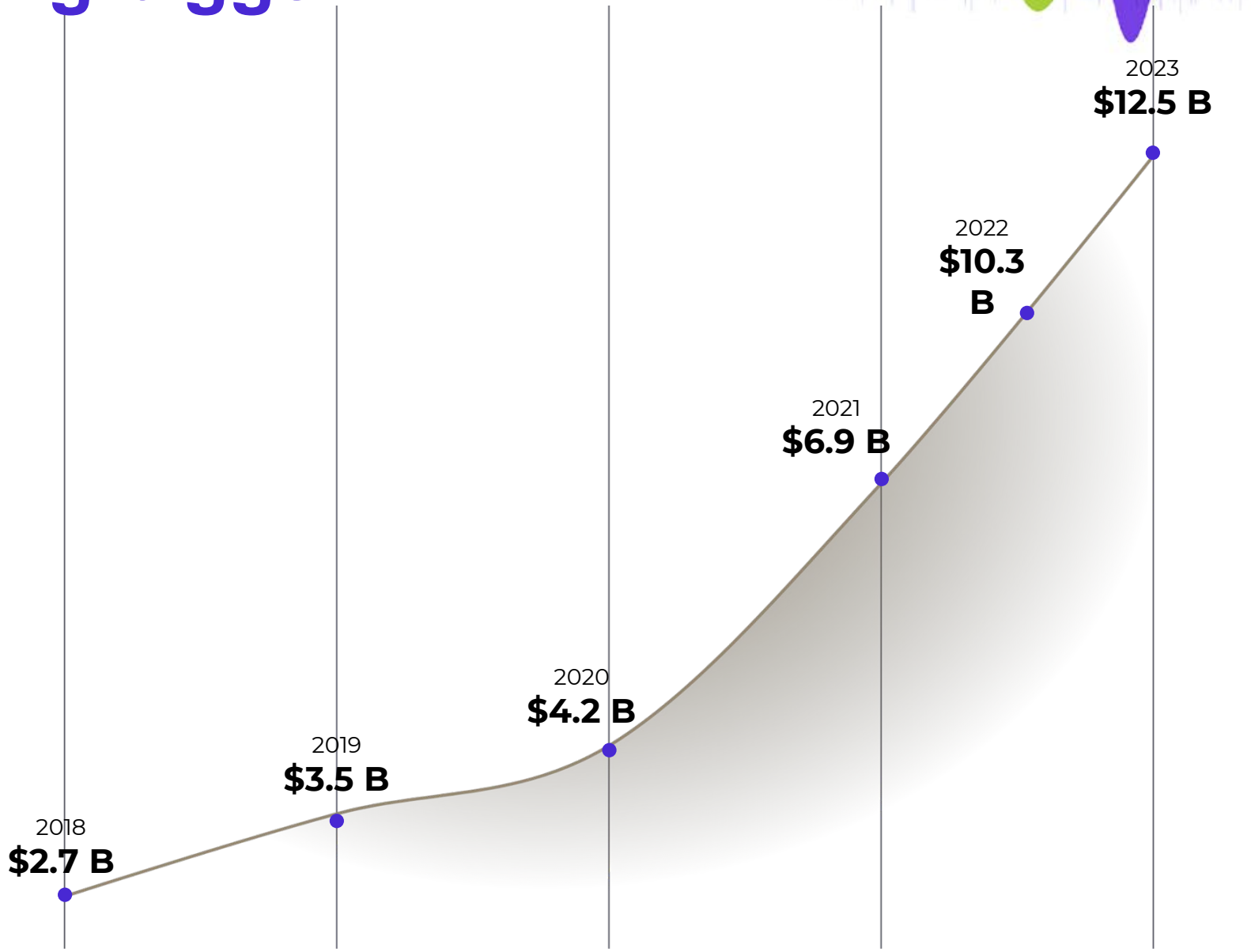
The losses **are getting bigger…**

Victims Lost $12.5 Billion to Internet-Enabled Crimes in 2023

Top Crimes:

- **Investment Scams**
- **Business Email Compromise**
- **Tech Support Scams**
- **Data Breach**
- **Confidence / Romance Scams**

Source: 2023 Internet Crime Report, ic3.gov



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and **basic controls are missing.**

The number of controls needed to **protect your family** is growing and is confusing.

Children being targeted

Simple controls missing

Unprotected Home Networks

Financial accounts targeted

Home Automation & IoT

Expanded Digital Footprint

Newly imagined attacks **with AI are prevalent.**

How do **we solve this?**

Real Things You Can Do To Protect Yourselves & Your Families

Shrink the
Attack Surface

Protect
All Devices & Accounts

Protect
The Home Environment

Harden
the Human

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Shrink the Attack Surface

Data Brokers & Your Family

Begins with **data broker information . . .**

- Vacuum all public information
  - Name
  - Address
  - Numbers
  - Emails
  - Social Media
  - Internet Protocol Address
- About You & Your Family
- Allows for direct targeting
- Highly Engineered Social Attacks

SPOKEO
411COM
whitepages
RocketReach
BeenVerified.com
mylife
Find everyone. All in one place.
radaris
INTELIUS
FastPeopleSearch
peekyou
AllPeople

and **Deep/Dark Web Information.**

- Vacuum all public information
  - Name
  - Address
  - Numbers
  - Emails
  - Social Media
  - Internet Protocol Address
- About You & Your Family
- Allows for direct targeting

- Mitigate these by:
  - Removing personal information from data broker websites
  - Understanding deep/dark web breaches and:
    - Changing passwords
    - 2FA
    - Deleting accounts

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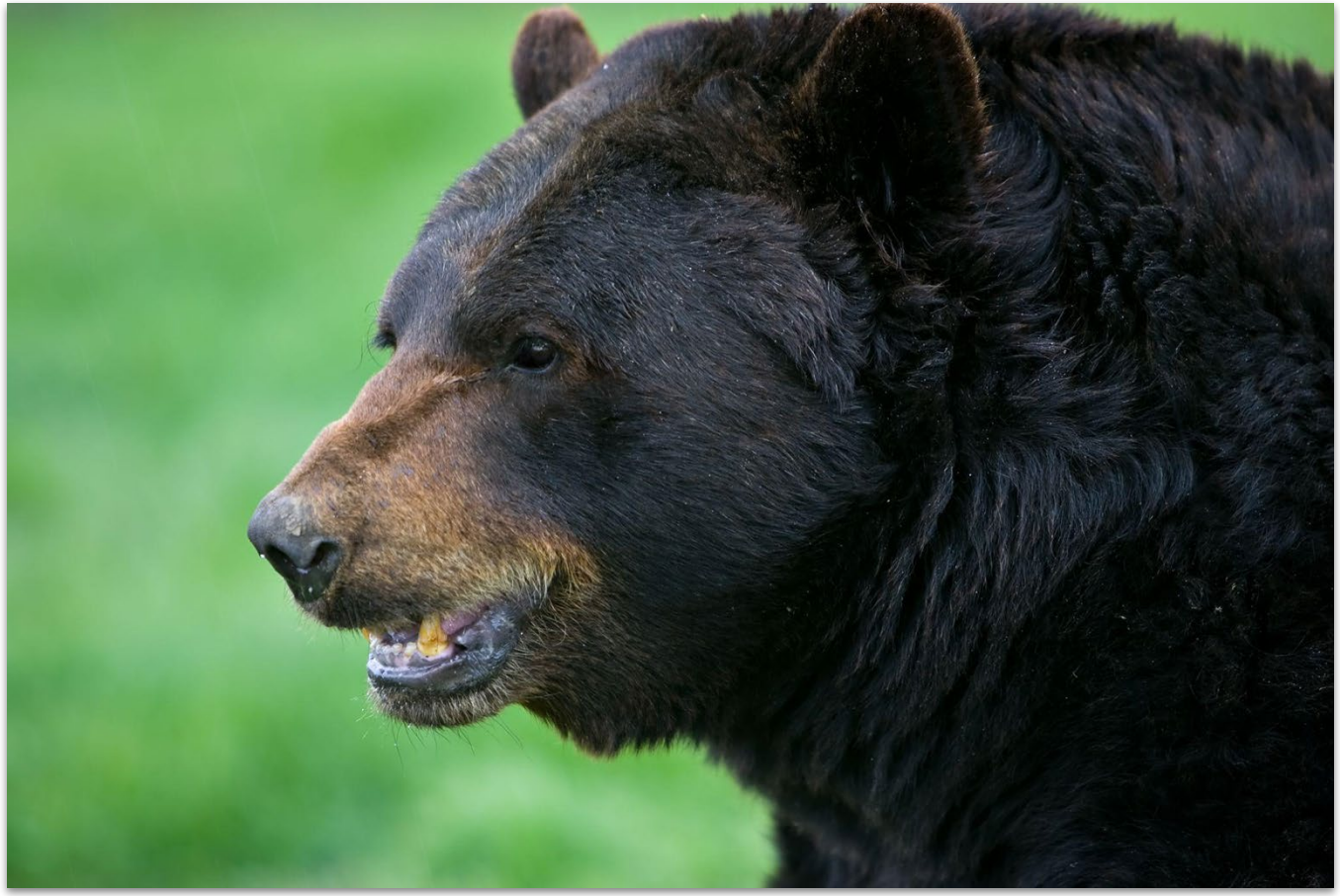
Protecting Key Accounts & Your Devices

Starting Simple is the Key

We have to stop boiling the ocean . . .

and focus on a few sites & one control.

- 4 Types of Sites Only
  - Email
  - Financial
  - Healthcare
  - Social Media
- Comprising a dozen total websites
- Getting to 80% is fine
  - SMS better than nothing
  - Authenticator is better



But we cannot forget **those devices . . .**

- Compromised devices are still the foundation of security hygiene
  - Cell
  - Tablet
  - Computer
- Baseline anti-virus is better than nothing
- Key is updates, renewals, and proper setup

your important files are enc
Wana Decrypt0r 2.0
Ooops, your files have been encrypted!
English
What Happened to My Computer?
Your important files are encrypted.
Many of your documents, photos, videos, databases and other files are no longer accessible because they have been encrypted. Maybe you are busy looking for a way to recover your files, but do not waste your time. Nobody can recover your files without our decryption service.
Can I Recover My Files?
Payment will be raised on
5/17/2017 06:01:42
Time Left
02:20:44:28
Your files will be lost on
5/21/2017 06:01:42
Time Left
06:20:44:28
@WanaDecryptor@
You did not pay or we did not confirmed your payment!
Pay now if you didn't and check again after 2 hours.
Best time to check: 9:00am - 11:00am GMT from Monday to Friday.
OK
Please check the current price of Bitcoin and buy some bitcoins. For more information, click <How to buy bitcoins>.
And send the correct amount to the address specified in this window.
After your payment, click <Check Payment>. Best time to check: 9:00am - 11:00am
Send $300 worth of bitcoin to this address:
13AM4VW2dhxYgXeQepoHkHSQuy6NgaEb94
Copy
bitcoin ACCEPTED HERE
About bitcoin
How to buy bitcoins?
Contact Us
Check Payment
Decrypt

especially if we are Cybersecurity Experts.

7 in 10

Family households

…have exposed passwords online

1 in 4

People have malware

On personal computers, phones and tablets

1 in 5

Families' smart homes

Can be accessed over the internet by strangers

Ponemon INSTITUTE

Ponemon Institute Research Report June 2023

Devices have malware or their home has open cameras or IT networks

39%

Compromised*

Over a third of new BlackCloak members had been hacked without their knowledge.

***BlackCloak Client Numbers**

BLACKCLOAK®

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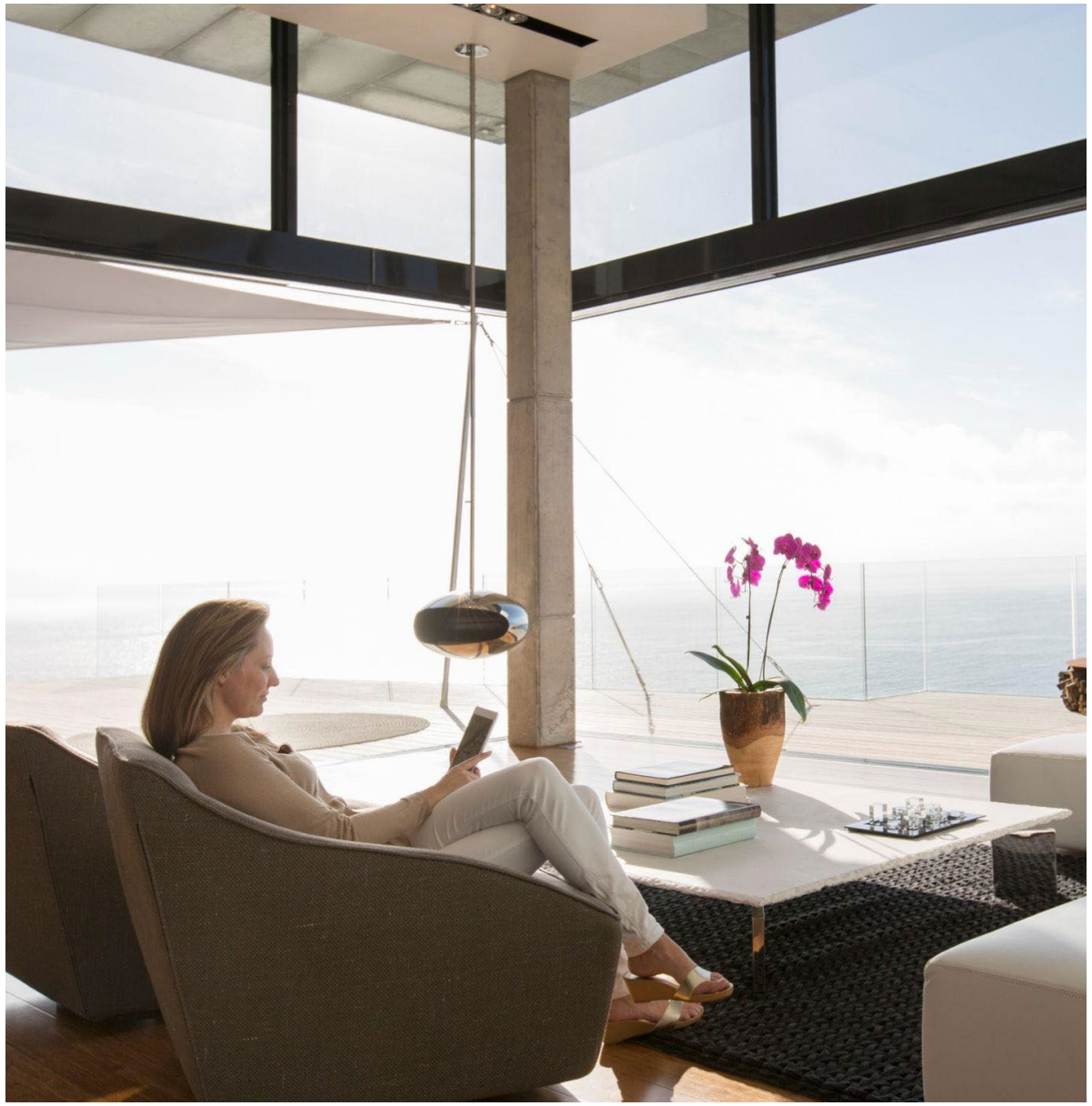
Protecting Your Home Network

And all that IoT



Protecting the Home Environment

- Wi-Fi Network
  - Guest Network Management
- Internet of Things (IoT) devices
- Update Home Automation Systems
- Scan the home for vulnerabilities

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Protecting Your Identity

. . . and that of your family too.

It all starts with you doing **just one thing.**

- Credit Freeze
  - Experian
  - Equifax
  - TransUnion

But if you want **bonus points.**

- Fraud Alert
  - 1-888-EXPERIAN (1-888-397-3742)
- 3 Free Credit Reports
  - annualcreditreport.com
- ChexSystems
- National Consumer Telecom & Utilities Exchange (NCTUE)

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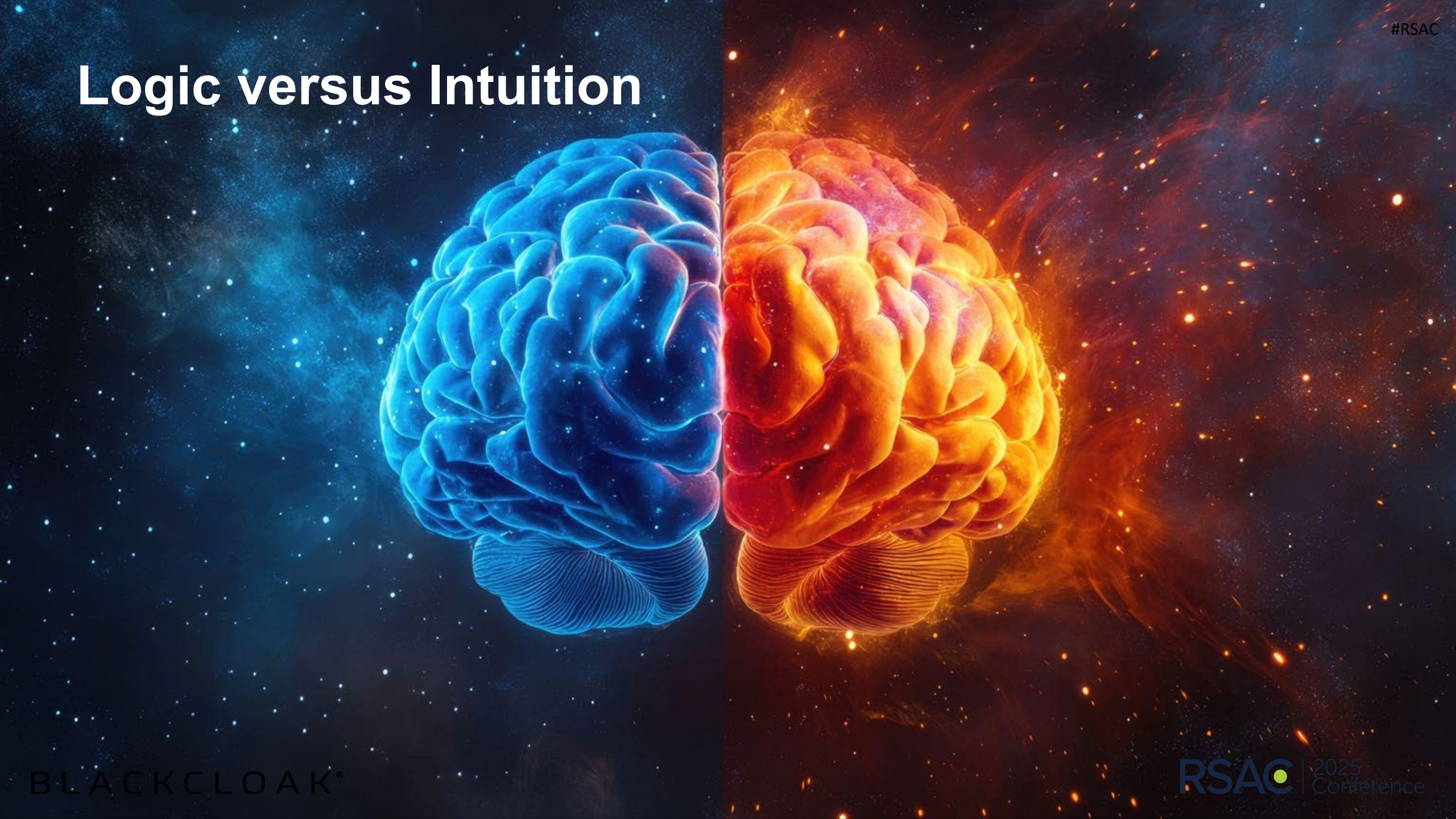
Protecting From Scams

Harden The Human™

Logic versus Intuition



Starts with the Human . . .

- Tech support scams
  - Inbound phone calls, Google searches, and unsolicited alerts
- Social media scams
  - Can occur either through a personal account or a friend's hacked account
- Malware/ransomware attacks
  - Clicking on links or opening documents that contain malware
- Extortion scams
  - Virtual kidnapping, long-con jobs, virtual threats, and stolen personal artifacts

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What Next?

Simple Things for You & Your Family

“Apply” Slide

- **May**
  - Talk to your folks & family about scams
- **June**
  - Credit Freeze, Fraud Alert, Credit Reports
  - Guest Wi-Fi
- **July**
  - Dual Factor on 10 Accounts for your family
- **August**
  - Dual Factor on 10 Accounts for your folks
- **September**
  - A-V on all devices as everyone heads to school
- **October**
  - Data broker removals
- **November**
  - Deep/Dark Web Searches for family
- **December**
  - Whiskey

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Thanks & Contact

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